



WPTV

ORDER

Print Date 10/19/12

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Flight Dates 10/29/12-11/06/12

Contract / Revision 315083 /

Original Date / Revision
10/18/12 10/18/12

Advertiser Searcy Denney in Support o

Agency Pride Marketing

Buying Contact

2139 Palm Beach Lakes Blvd.
West Palm Beach, FL 33409

Product

In support of Defend Justice from I

Agency Com 15%

Billing Contact

2139 Palm Beach Lakes Blvd.
West Palm Beach, FL 33409

Sales Office WPTVL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Local House-Political

Account Executive	Order%	Start Date	End Date
Local House-Political	100%		

Order Share 100% Market Value 38250

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	28	\$32,512.50	\$38,250.00	0.00
Totals	28	\$32,512.50	\$38,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	28	\$32,512.50	\$38,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WPTV	10/29/12	11/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$650.00		0.00			
E 2	WPTV	11/05/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$650.00		0.00			
3	WPTV	10/29/12	11/02/12	M-F 2-3p MILLIONAIRE	CM	2-3p	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00



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Contract / Revision **315083** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:20:00

Advertiser **Searcy Denney in Support** Product **In support of Defend Justice** Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WPTV	10/29/12	11/02/12	M-F 2-3p MILLIONAIRE	CM	2-3p	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					3	\$350.00		0.00			
4	WPTV	10/29/12	11/02/12	M-F 4p-5p ELLEN	CM	4-5p	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					2	\$850.00		0.00			
E 5	WPTV	11/05/12	11/05/12	M-F 4p-5p ELLEN	CM	4-5p	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$850.00		0.00			
6	WPTV	10/29/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					1	\$3,000.00		0.00			
E 7	WPTV	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
8	WPTV	10/29/12	11/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					1	\$3,000.00		0.00			
E 9	WPTV	11/03/12	11/03/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$2,000.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WPTV	10/29/12-11/04/12	Sa 6p	6-630p	-----Sa--	:30		(\$2,000.00)		0.00	NM		
		See MG 9.2													
		2	NPTV	10/29/12-11/04/12	Sa 7p News	7-730pm	-----Sa--	:30		\$2,000.00		0.00	NM		
		Ⓜ MG for 9.1 11/03													
10	WPTV	11/04/12	11/04/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$2,000.00		0.00			
E 11	WPTV	10/29/12	11/02/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	MTWTF--	:30	2	\$1,250.00	P-2	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					2	\$1,250.00		0.00			
E 12	WPTV	11/03/12	11/03/12	Sa 1130p-1a SNL	CM	1130p-1a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,500.00		0.00			
E 13	WPTV	11/01/12	11/01/12	Thursday Prime C ROCK CENTER	CM	10-11p	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$3,500.00		0.00			
E 14	WPTV	11/02/12	11/02/12	Friday Prime C DATELINE	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Searcy Denney in Support** Product **In support of Defend Justice** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WPTV	11/02/12	11/02/12	Friday Prime C DATELINE	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,500.00		0.00			
E 15	WPTV	11/03/12	11/03/12	Saturday Prime B CHICAGO FIRE	CM	9-10p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,000.00		0.00			
E 16	WPTV	11/03/12	11/03/12	Saturday Prime C LAW & ORDER	CM	10-11p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,000.00		0.00			
17	WPTV	11/03/12	11/03/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
18	WPTV	11/03/12	11/03/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,200.00		0.00			
19	WPTV	11/03/12	11/03/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,500.00		0.00			
20	WPTV	11/04/12	11/04/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
21	WPTV	11/04/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,500.00		0.00			
22	WPTV	11/04/12	11/04/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$750.00		0.00			
Totals														28	\$38,250.00